



U.S. Army 2005 MWR Leisure Needs Survey Results

Presidio of Monterey California

BRIEFING OUTLINE

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▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL

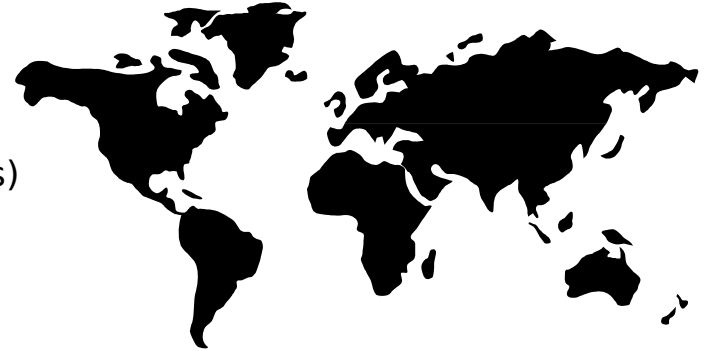


METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,043 surveys were distributed at Presidio of Monterey



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Presidio of Monterey:					
Active Duty	5,042	1,193	91	7.63%	±10.18%
Spouses of Active Duty	783	941	136	14.45%	±7.64%
Civilian Employees	1,674	804	153	19.03%	±7.55%
Retirees	2,941	1,105	227	20.54%	±6.25%
Total	10,440	4,043	607	15.01%	±3.86%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

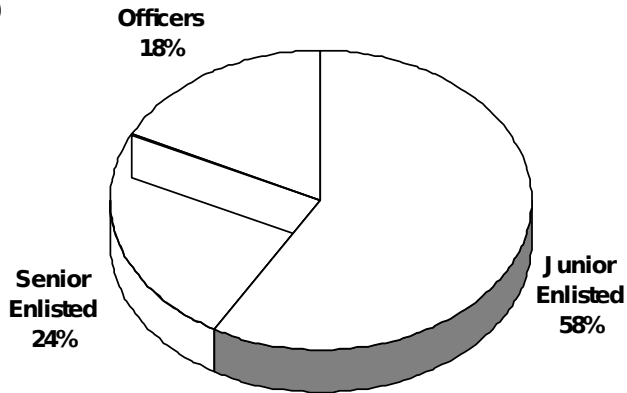
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

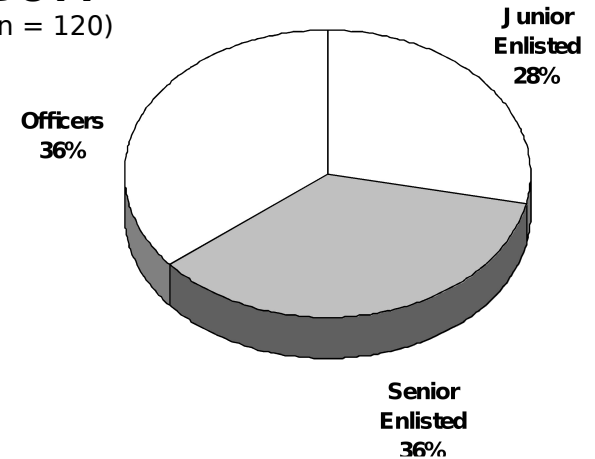
ACTIVE DUTY

(n = 85)



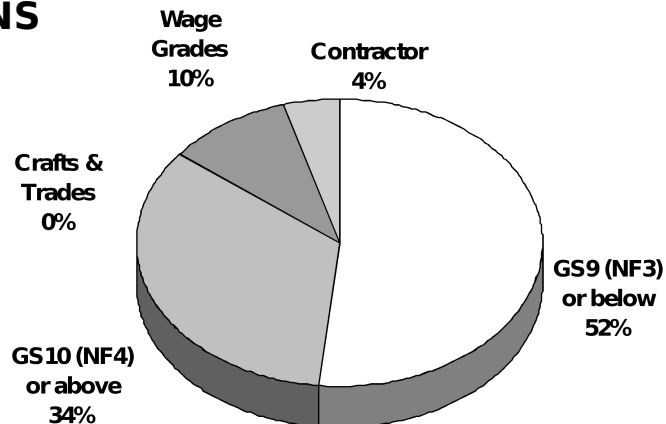
SPOUSES OF ACTIVE DUTY

(n = 120)



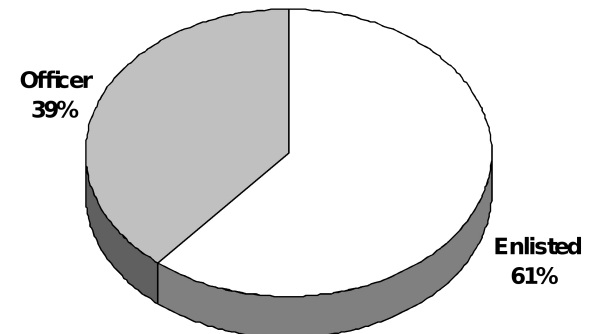
CIVILIANS

(n = 139)



RETIREEES

(n = 154)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT PRESIDIO OF MONTEREY

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	62%
Athletic Fields	46%
Outdoor Recreation Center	35%
ITR - Commercial Travel Agency	20%
Army Lodging	20%

LEAST FREQUENTLY USED FACILITIES

School Age Services	6%
Youth Center	7%
Child Development Center	7%
BOSS	9%
Recreation/Community Activity Ctr.	19%

MWR PROGRAMS & FACILITIES: SATISFACTION AT PRESIDIO OF MONTEREY*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Outdoor Recreation Center	4.50
Fitness Center/Gymnasium	4.34
Child Development Center	4.31
Recreation/Community Activity Ctr.	4.27
ITR - Commercial Travel Agency	4.26

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Multipurpose Sports/Tennis Courts	3.92
Army Lodging	4.01
School Age Services	4.03
BOSS	4.15
Athletic Fields	4.16

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT PRESIDIO OF MONTEREY*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Child Development Center	4.44
Outdoor Recreation Center	4.27
BOSS	4.23
Recreation/Community Activity Ctr.	4.09
Fitness Center/Gymnasium	4.06

FACILITIES WITH LOWEST QUALITY RATINGS*

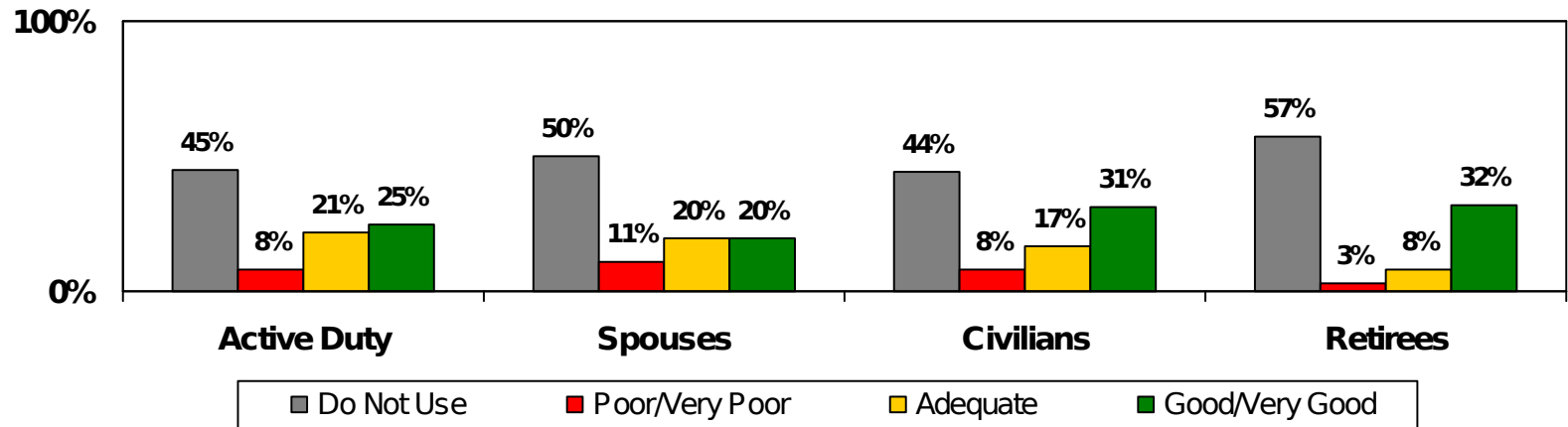
Army Lodging	3.84
Multipurpose Sports/Tennis Courts	3.89
School Age Services	3.94
Youth Center	3.97
Athletic Fields	3.99

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

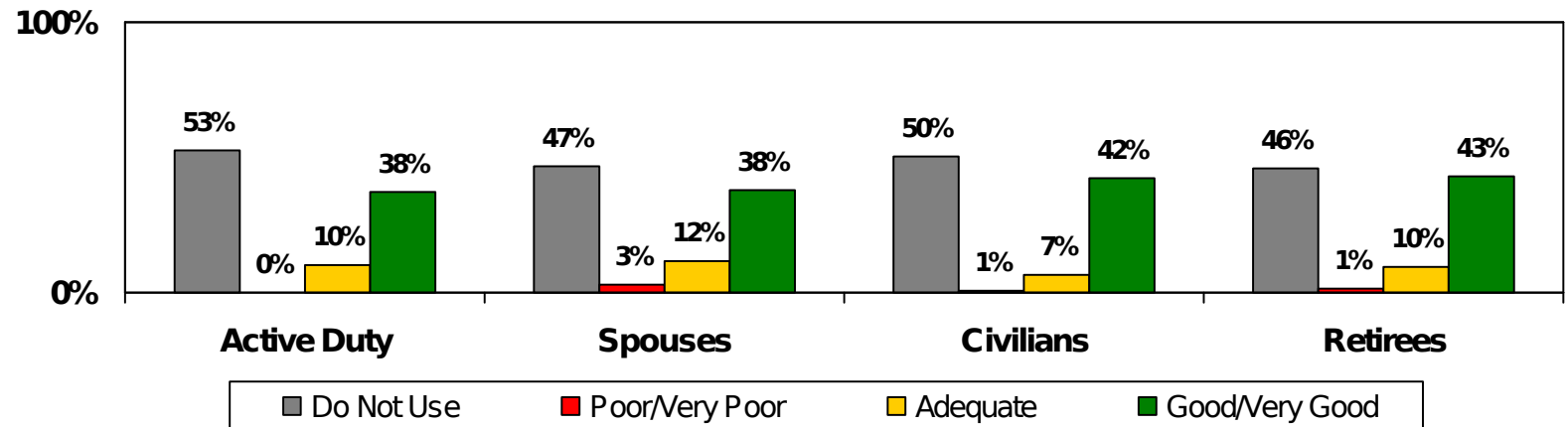
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



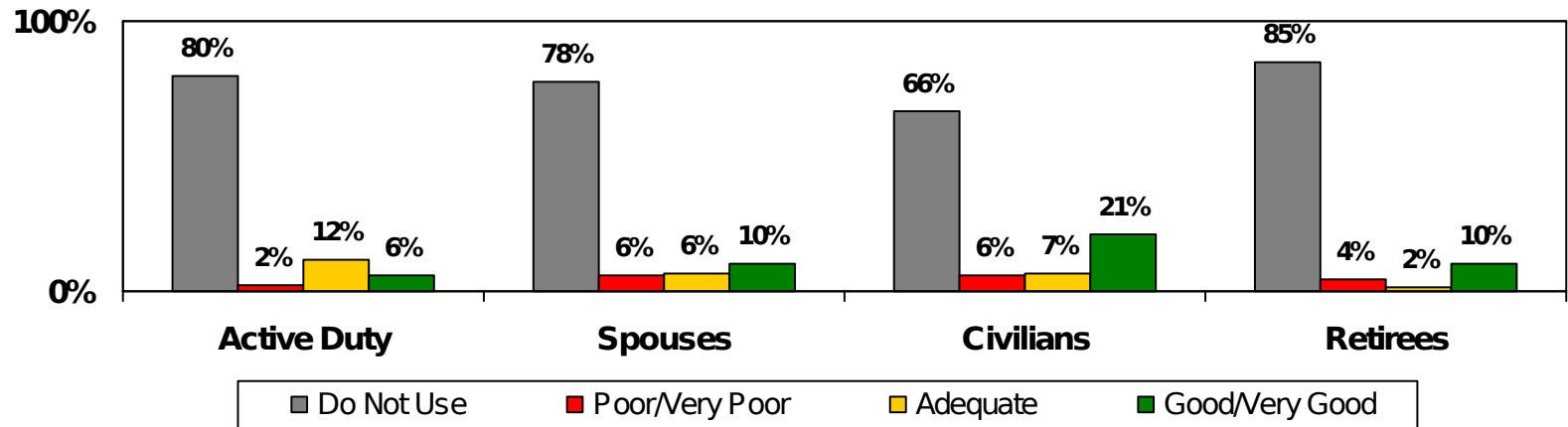
Quality of Off-Post Services



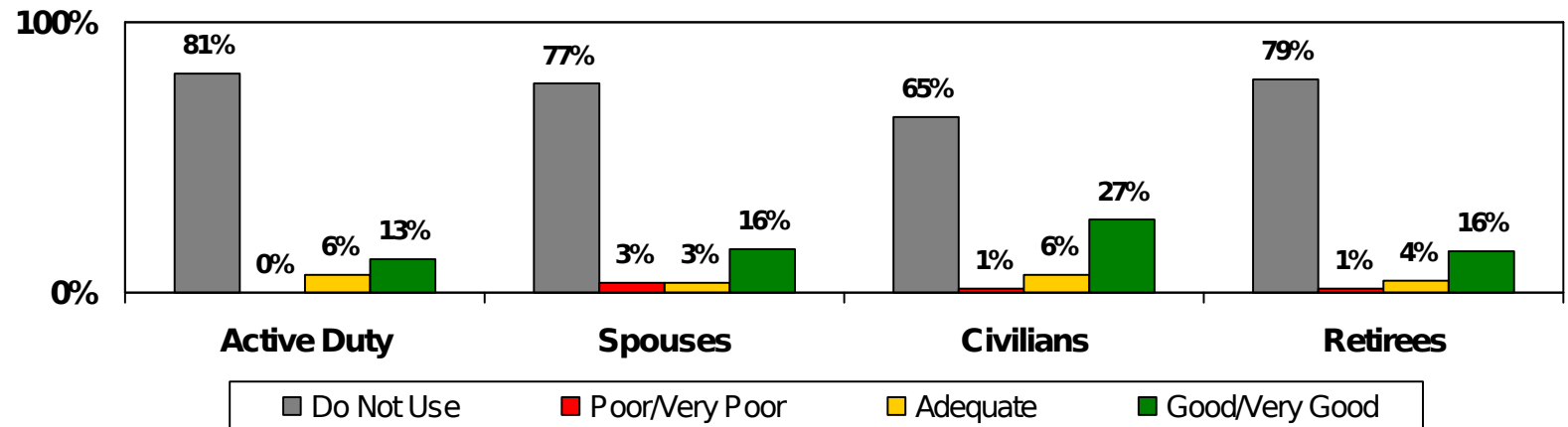
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



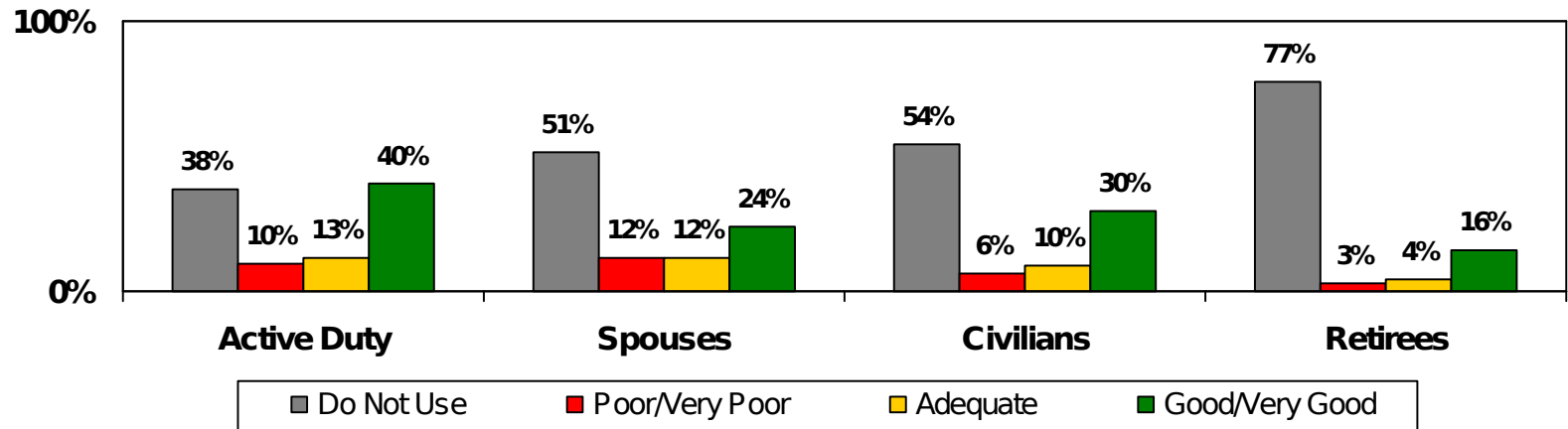
Quality of Off-Post Services



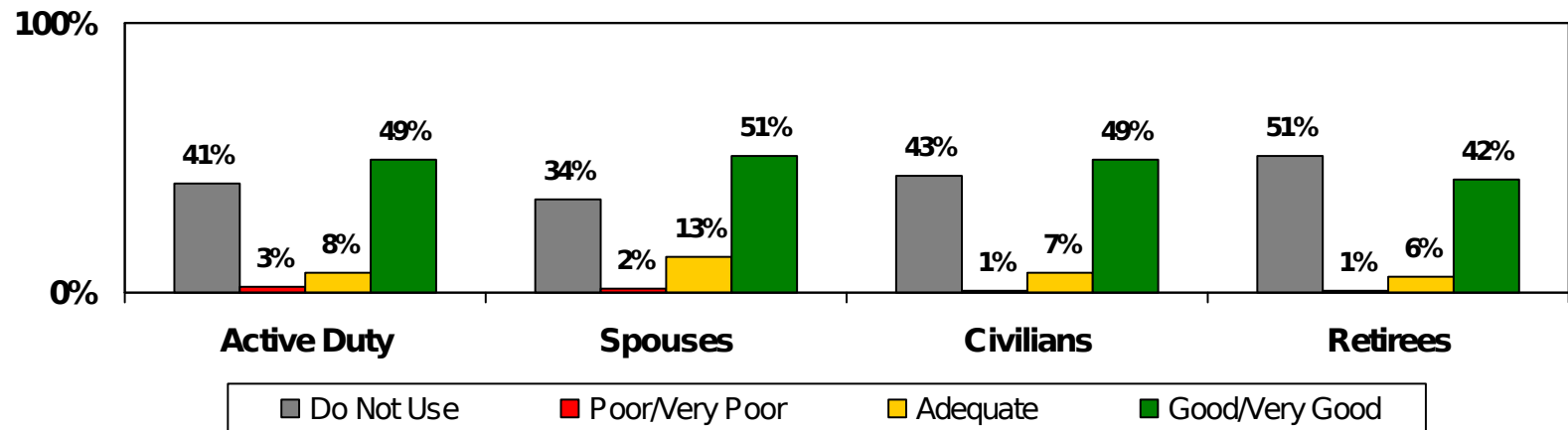
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

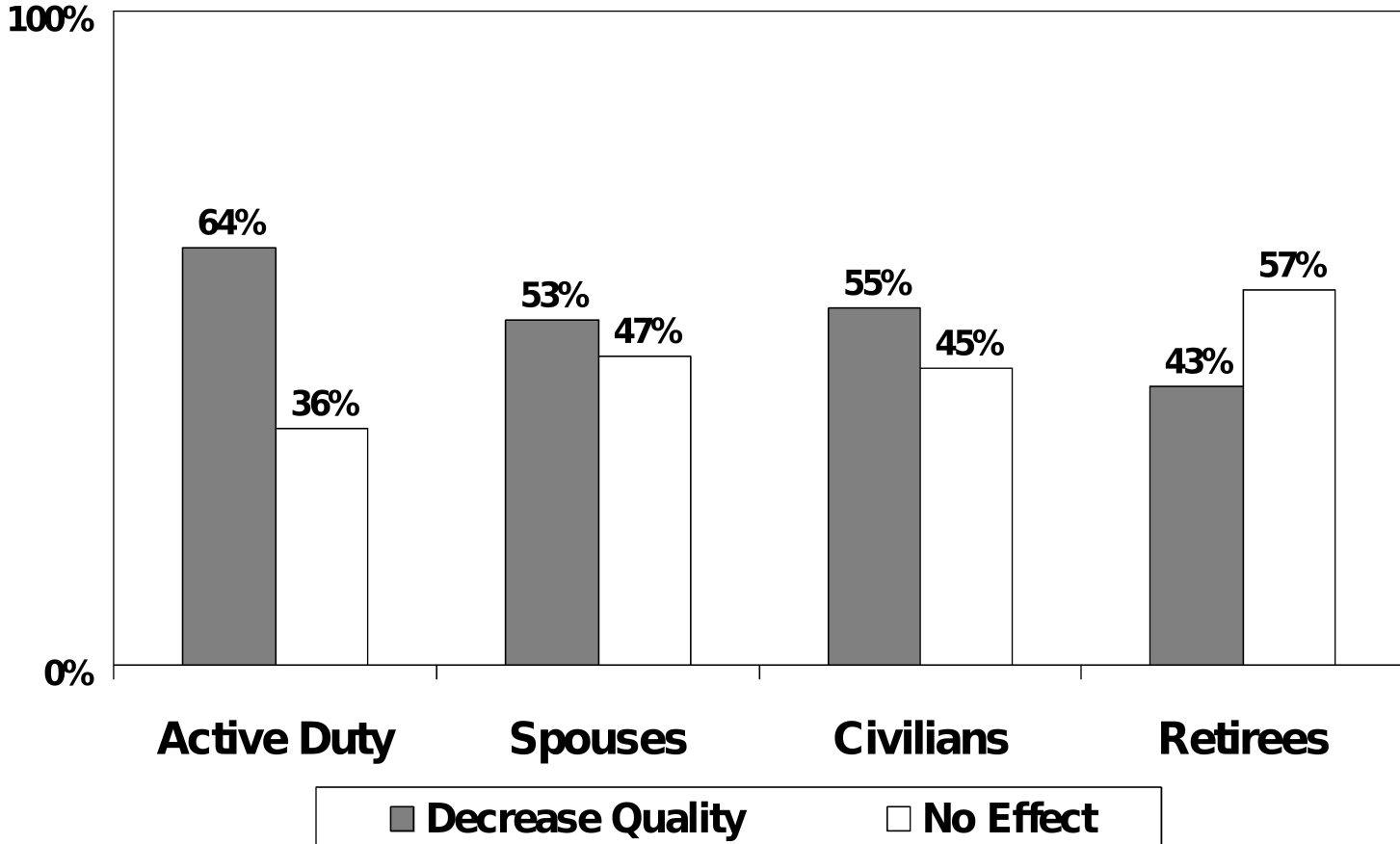


Quality of Off-Post Services



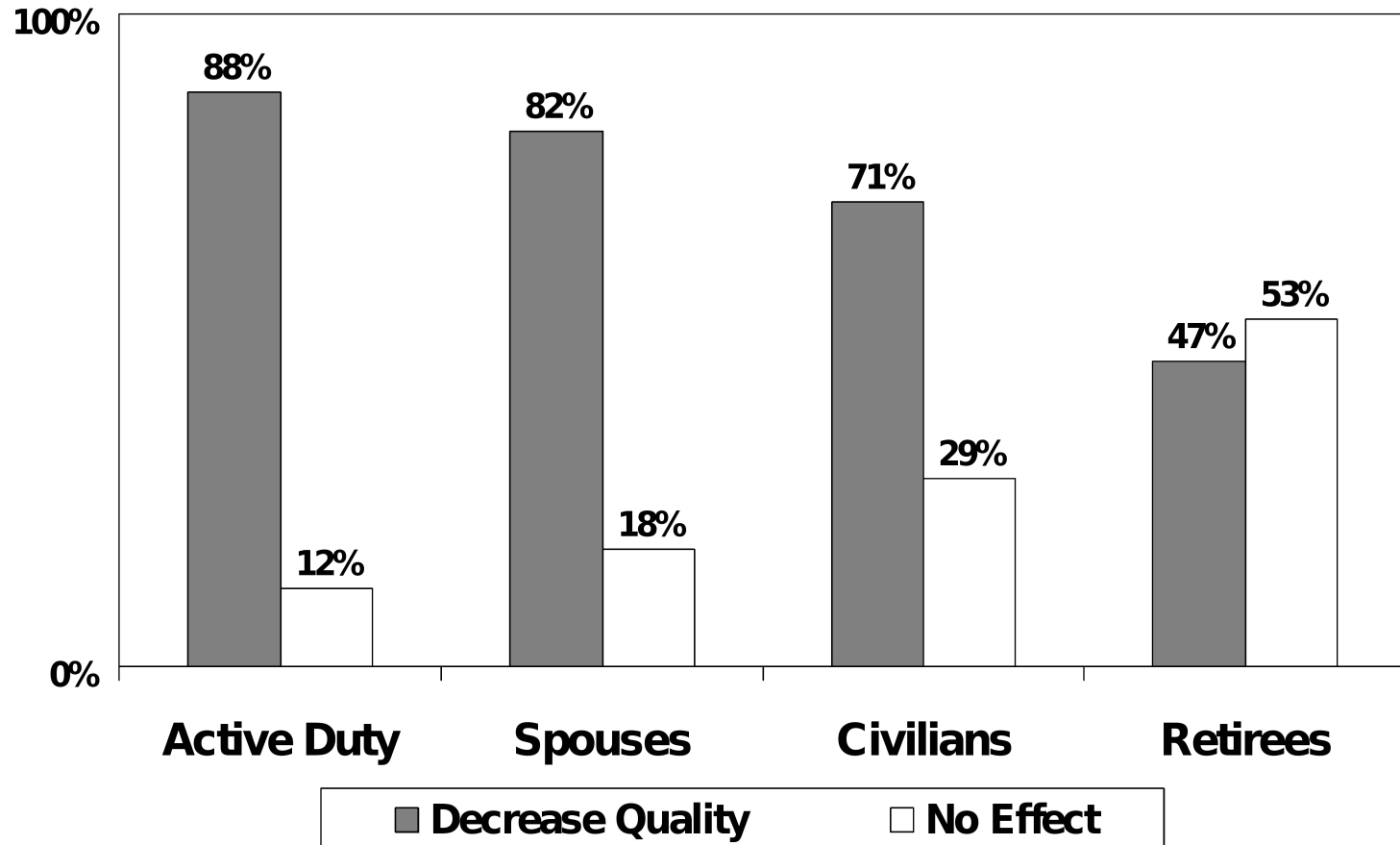
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	77%
Army Lodging	67%
Library	65%
Athletic Fields	58%
Child Development Center	45%
Swimming Pool	45%
Outdoor Recreation Center	41%

RV Park	69%
Bowling Pro Shop	59%
Golf Course Pro Shop	54%
Car Wash	54%
Arts & Crafts Center	47%
Golf Course Food & Beverage	46%
Bowling Food & Beverage	40%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	21%	15%	28%	8%	19%
E-mail	30%	8%	77%	8%	31%
Friends and neighbors	44%	32%	24%	23%	34%
Family Readiness Groups (FRGs)	5%	9%	3%	1%	4%
Bulletin boards on post	67%	31%	30%	25%	47%
Post newspaper	27%	28%	33%	30%	29%
MWR publications	37%	25%	42%	31%	35%
Radio	0%	1%	2%	1%	1%
Television	0%	0%	4%	4%	2%
My child(ren) let(s) me know	2%	2%	2%	0%	2%
Other unit members or co-workers	46%	12%	19%	6%	29%
Unit or post commander or supervisor	36%	7%	6%	2%	20%
Marquees/billboards	20%	9%	9%	4%	13%
Flyers	49%	33%	38%	34%	42%
Other	0%	12%	5%	12%	5%
I never hear anything	4%	23%	4%	27%	11%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	100%	79%
Better Opportunities for Single Soldiers	50%	N/A
Army Community Service	56%	53%
MWR Programs and Services	85%	78%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	42%	100%	0%
Outreach programs	39%	80%	20%
Family Readiness Groups	59%	80%	20%
Relocation Readiness Program	50%	100%	0%
Family Advocacy Program	66%	74%	26%
Crisis intervention	41%	75%	25%
Money management classes, budgeting assistance	60%	56%	44%
Financial counseling, including tax assistance	67%	70%	30%
Consumer information	16%	67%	33%
Employment Readiness Program	39%	78%	22%
Foster child care	11%	100%	0%
Exceptional Family Member Program	49%	83%	17%
Army Family Team Building	53%	82%	18%
Army Family Action Plan	34%	82%	18%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	54%	95%	5%
Outreach programs	34%	60%	40%
Family Readiness Groups	55%	70%	30%
Relocation Readiness Program	68%	90%	10%
Family Advocacy Program	60%	67%	33%
Crisis intervention	37%	43%	57%
Money management classes, budgeting assistance	54%	44%	56%
Financial counseling, including tax assistance	46%	58%	42%
Consumer information	19%	40%	60%
Employment Readiness Program	55%	43%	57%
Foster child care	13%	0%	100%
Exceptional Family Member Program	45%	50%	50%
Army Family Team Building	54%	77%	23%
Army Family Action Plan	35%	36%	64%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	41%	41%
Personal job performance/readiness	36%	37%
Unit cohesion and teamwork	40%	33%
Unit readiness	48%	40%
Relationship with my spouse	29%	27%
Relationship with my children	26%	29%
My family's adjustment to Army life	35%	44%
Family preparedness for deployments	44%	34%
Ability to manage my finances	28%	21%
Feeling that I am part of the military community	36%	46%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%	81%
Helps minimize lost duty/work time due to lack of child care/youth services	100%	82%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	77%	62%
Allows me to work outside my home	80%	79%
Allows me to work at home	60%	33%
Offers me an employment opportunity within the CYS program	20%	36%
Allows me/my spouse to better concentrate on my/our job(s)	67%	75%
Provides positive growth and development opportunities for my children	93%	71%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	29%
Personal job performance/readiness	33%
Unit cohesion and teamwork	32%
Unit readiness	19%
Ability to manage my finances	11%
Feeling that I am part of the military community	29%
Relationship with my children (single parents)	13%
My family's adjustment to Army life (single parents)	13%
Family preparedness for deployments (single parents)	13%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Internet access/applications (home)	58%
Going to movie theaters	58%
Watching TV, videotapes, and DVDs	56%
Entertaining guests at home	53%
Going to beaches/lakes	50%
Internet access (library)	40%
Festivals/events	40%
Reading	38%
Reference/research services	37%
Walking	36%

Top 5 for Spouses of Active Duty

Going to movie theaters	79%
Entertaining guests at home	77%
Watching TV, videotapes, and DVDs	72%
Going to beaches/lakes	71%
Internet access/applications (home)	61%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	61%
Internet access/applications (home)	52%
Going to movie theaters	46%
Festivals/events	44%
Entertaining guests at home	44%

Top 5 for Active Duty

Internet access/applications (home)	68%
Going to movie theaters	67%
Going to beaches/lakes	57%
Entertaining guests at home	54%
Internet access (library)	53%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	71%
Walking	56%
Entertaining guests at home	45%
Going to movie theaters	43%
Gardening	41%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	14%
Soccer	10%
Softball	10%
Volleyball	8%
Touch/flag football	6%

Outdoor Recreation

Going to beaches/lakes	50%
Picnicking	30%
Camping/hiking/backpacking	29%
Bicycle riding/mountain biking	17%
Fishing	12%

Social

Entertaining guests at home	53%
Special family events	36%
Night clubs/lounges	31%
Dancing	30%
Happy hour/social hour	25%

Sports and Fitness

Walking	36%
Running/jogging	28%
Cardiovascular equipment	26%
Weight/strength training	23%
Group exercise classes	13%

Entertainment

Going to movie theaters	58%
Watching TV, videotapes, and DVDs	56%
Festivals/events	40%
Plays/shows/concerts	30%
Live entertainment	30%

Special Interests

Internet access/applications (home)	58%
Gardening	34%
Digital photography	30%
Computer games	30%
Automotive maintenance & repair	22%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	40%	N/A	40%
Reading	38%	N/A	38%
Reference/research services	37%	N/A	37%
Study/self development	34%	N/A	34%
Multimedia (videos, DVDs, CDs)	28%	N/A	28%
Watching TV, videotapes, and DVDs	20%	36%	56%
Cardiovascular equipment	19%	8%	26%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

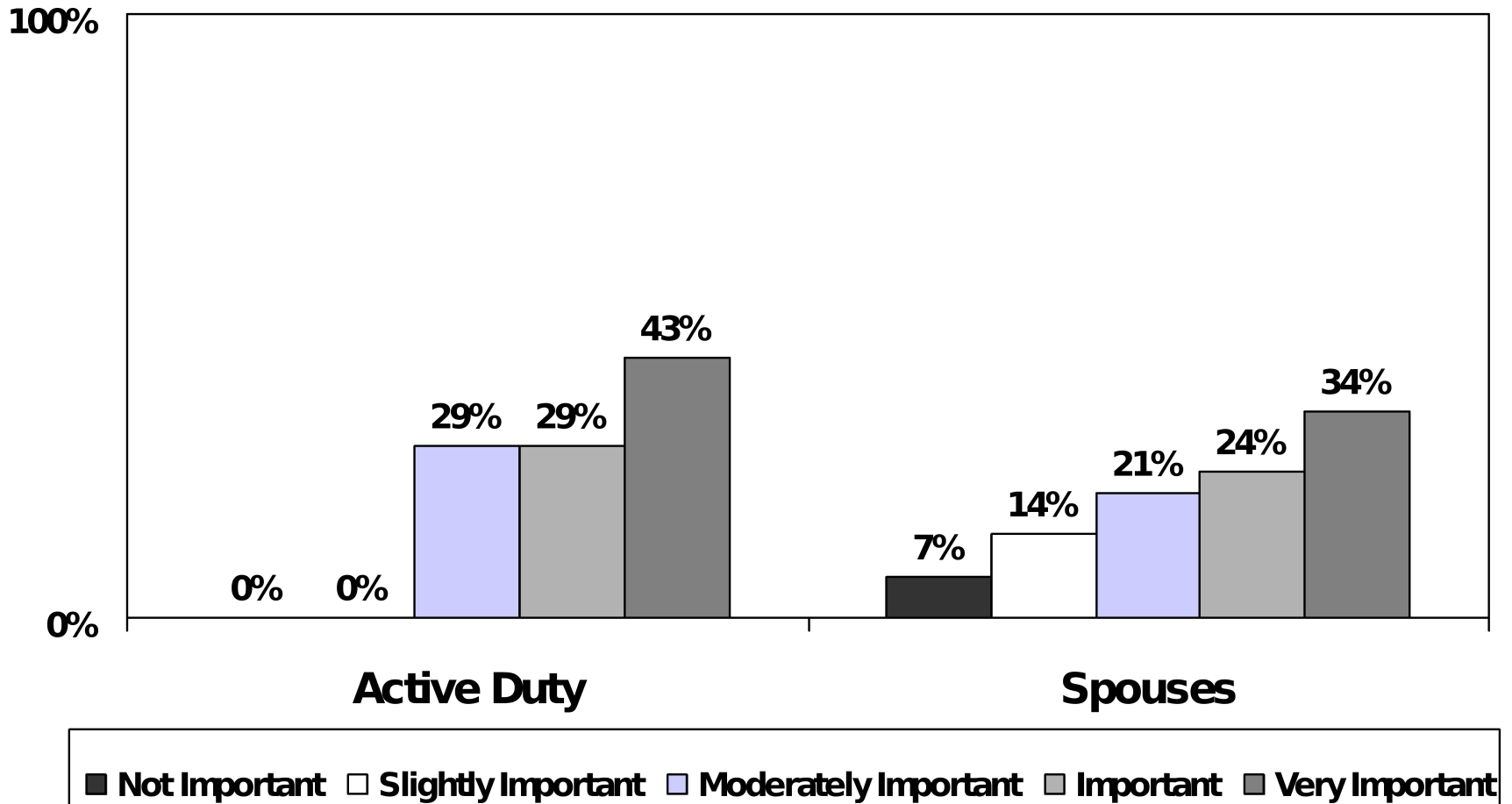
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	15%	2%	41%	58%
Gardening	1%	2%	32%	34%
Digital photography	0%	10%	20%	30%
Computer games	3%	1%	25%	30%
Automotive maintenance & repair	3%	11%	9%	22%
Automotive detailing/washing	1%	10%	11%	22%
Trips/touring	2%	18%	0%	20%

*Top 7 special interest activity preferences ranked by overall participation.

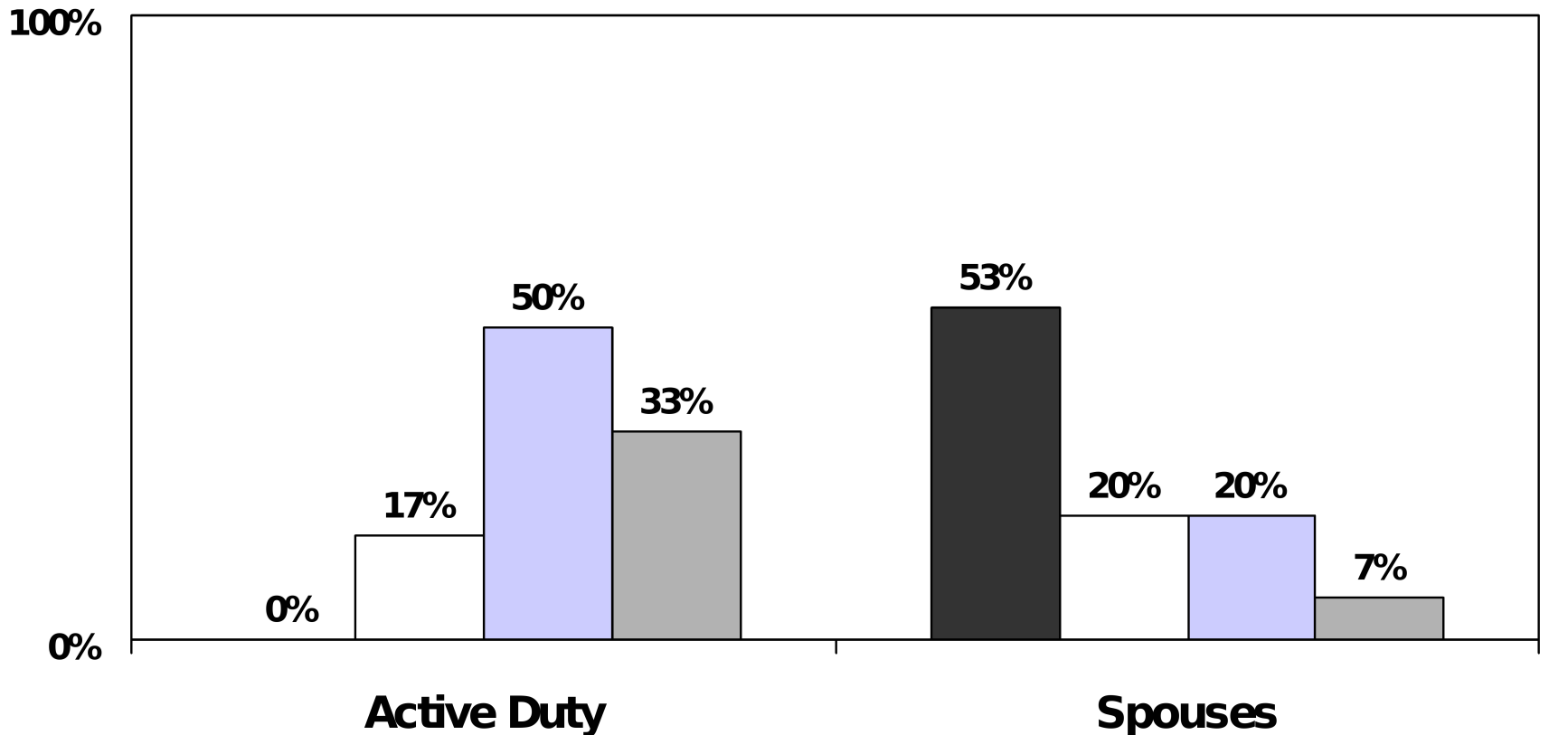
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

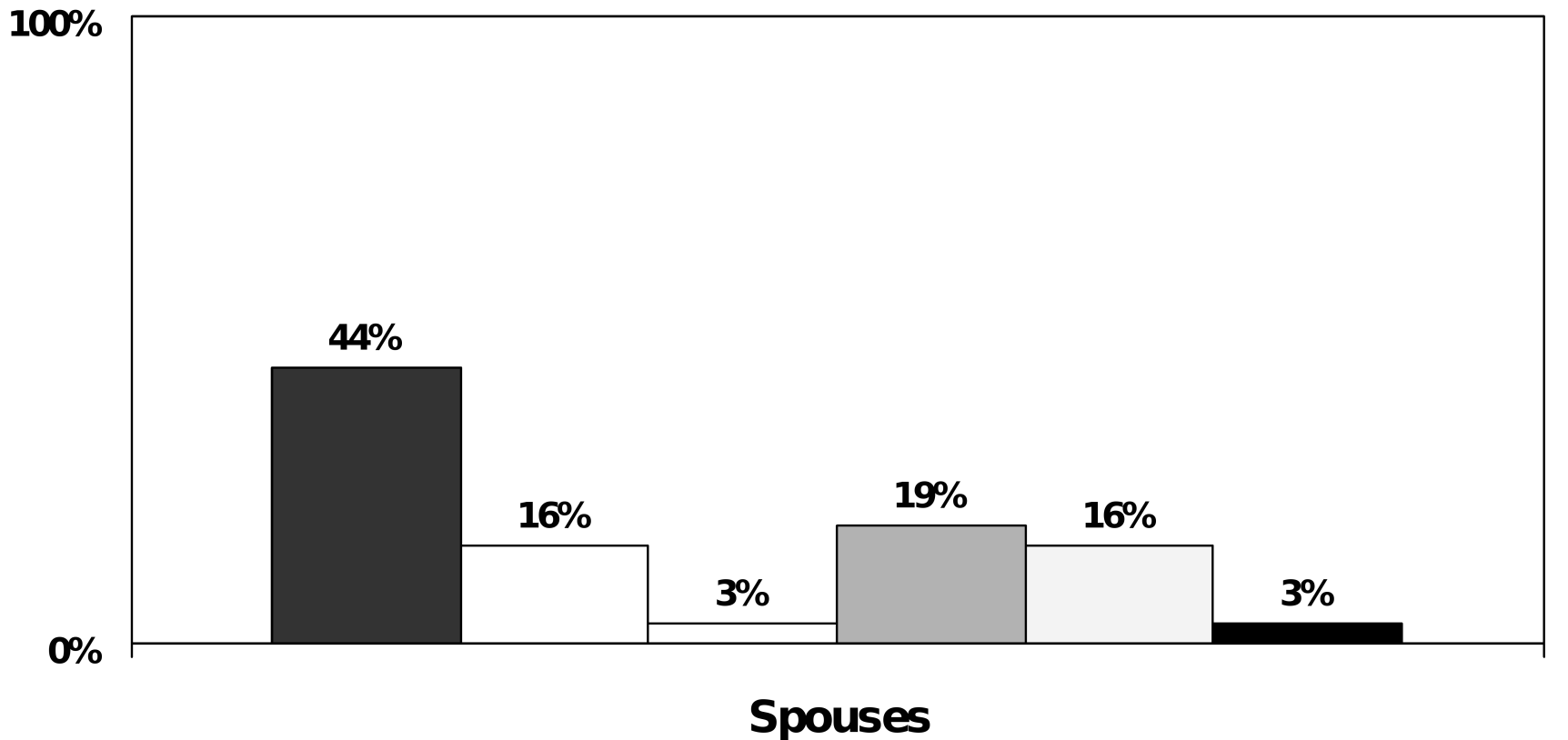
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■ Did Not Use □ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	14%
Probably will not make military a career	12%
Undecided	20%
Probably will make military a career	28%
Definitely will make military a career	26%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	15%
Not Sure	28%
Yes	58%

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)